



15 April, 1998

J. S. (Jeff) RUMBERGER
Key Account Manager

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TO : ROM'S AND PROMOTIONS COORDINATORS WITH MC LANE
DIVISION RESPONSIBILITY IN ROU'S : 1610, 2310, 2910, 5110,
5410, 5610, 5810, 6210, AND 6610

SUBJECT: SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX
JULY VAP SURVEY RESULTS

Ladies and Gentlemen,

Attached are SKU needs by McLane Division for the following July VAP promotions :

<u>PROMOTION</u>	<u>VAP DELIVERED TO 7-ELEVEN STORES</u>
Winston \$1.00 off-2-pks.	Week of 7/13/98
Camel B2G1F	Week of 7/20/98

Please ensure product and displays are allocated accordingly. Each McLane Division has been supplied with a store shipping list.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

Jeff S. Rumberger

/cn

cc: Chris Minner, Paul Letourneau, Jeanne Swisher, Kent Brock, Chris Huff, Sharon Schwalm,
Dick Allen, Roger Cobb, Randy Sullivan, Monee Anaya, Ted Thomson, Kraig Knudsen,
Jim Riley

JULY VAP SKU NEEDS

Fund 7-11 if extra available

RJR MANAGER	MC LANE DIVISION	WINSTON \$1.00 OFF 2-PKS.	CAMEL B2G1F
Kent Brock	Southwest	126	177
Chris Huff	Suneast	278	328
Sharon Schwalm	Northeast	127	161
Dick Allen	Northwest	130	286
Roger Cobb	Sunwest	193	302
Randy Sullivan	Mid Atlantic	515	717
Monee Anaya	S. California	219	456
Ted Thomson	Pacific	161	289
Kraig Knudsen	Midwest	135	183
Jim Reilly	Western	169	132

Where is allocation coming
from ? why no 7-11
store list to ROLLS ?
To LEM 4/27/98